

ABSTRACT OF THE DISCLOSURE

A color shift correcting method for correcting a color shift due to misregistration of images in different

5 colors, where a multi-color image is formed by developing latent one-color images written onto respective image carriers by an optical writing device, and directly or indirectly transferring developed one-color images onto a movable element, said method comprising the step of:

10 adjusting a position at which one of said image carriers is irradiated with an optical beam in a sub-scanning direction to correct said color shift while said optical beam is irradiated from said optical writing device onto said image carriers to develop the latent one-
15 color images.